The Study of Social Media Marketing in Building Brand Equity and Purchase Intention for the Consumers in White Goods Industry.

A

SYNOPSIS

SUBMITTED TO THE

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FOR THE DEGREE

OF

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IN

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By

(Nidhi Midha)

ENROLLMENT No. 2K17-PFM-003

UNDER THE GUIDANCE OF

Dr.Sachita Yadav

Prof. (Dr.) Sanjay Srivastava

DEPARTMENT OF MANAGEMENT
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DECLARATION BY THE SCHOLAR

I declare that the Synopsis titled **"The Study of Social Media Marketing in building brand Equity and Purchase Intention for the Consumers in White Goods Industry"** prepared under the supervision of Dr. Sachita Yadav and Co guide Prof.(Dr.) Sanjay Srivastava and submitted for the approval of Departmental Research Committee (DRC).

Signature of Supervisor

Signature of Scholar

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The Study of Social Media Marketing in Building Brand Equity and Purchase Intention for the Consumers in White Goods Industry.

1.0 Introduction

Social Media has become the most important tool for interpersonal interactions in today's world. Its application has led the human interaction to assume greater magnitudes. It has generated its effects on everything around. The world of business and commerce has also seen opportunities in this field. Most importantly the Marketing area sees it as a platform to reach consumers effectively. Various researches have shown that brand loyalty and purchase intention amongst the younger generation are effectively promoted by online communication, especially by online communities, e-WOM, and online advertisements They indicate the role of the cyber world in modern marketing and for effective communication. Internet marketing and social media marketing are the latest tools that have revolutionized the marketing scenario. The focus of this research is importance and impact of the social media marketing activities on the purchase intention and brand equity of the customers who use web as a medium for making purchase decisions.

Social media marketing as it maintains the presence of the brand on the web and allows a 2-way communication with the consumer (Evans and Mckee2010) therefore, it has become the central point of marketing intelligence to gain insight into purchase behavior and consumer preferences (Rockendorf,2011). The effective communication with the consumer is the key to build brand equity and influence the purchase decision.

One of the main objectives of the marketers is to build and maintain the brand equity of the brands that they are selling (Oliver, 1997). Brand Equity indicates the consumers satisfaction and resonance with the brand (Keller, 2008). The brand become irreplaceable and enjoy the consumer equity once they establish exclusive positioning, acceptance and meaning in the minds of a large consumer base. This results in an impact on the sales, market share and profitability of brands and help them to grow midst the competing brands (Keller, 2008, Aaker, 1991).

Purchase Intention is also the important criteria to predict the behavior of consumer in eventual buying decisions (Morwitzand Schmittlein,1992) which is impacted by the positive attitude toward the brand. This is where social media communication can play a role as the customer has a higher purchase intention towards the product which they browse online (Bickart and Scindler,2001).

The consumers adopt E-WOM as a credible source of information on products and services as E-WOM is a far more interactive and faster in term of response on product information. Customer tends to rely on E-WOM more for gaining access to additional information on products and services apart from the official sources as they find the same far more credible and this process of social interaction to gather more information over the web finally impacts the customer purchase decisions (Isenberg,1986). Social media is also seen to be a more reliable source as people who spread the information are not paid and likely to share genuine information. Many researches have been conducted on the impact of social media marketing on the brand equity and purchase intention of the consumers e.g. Jalilv and Samiei (2011) conducted a research on the automobile purchases to understand the extent of influence of E-WOM on the brand image and purchase intention of consumers, besides A C Nielson, (2007) and Rowley (2001) showed the impact on consumer decision process by E-WOM.

The mode of communication has transformed a lot over the last few years as traditional media is being substituted by the modern digital media. While traditional media is still important but digital media is being increasingly used to compliment it as marketers find it far more convenient to interact, communicate effectively and cost effectively with their consumers. It also aids in sharply targeting the marketing communication on the right audiences thereby avoiding wastages of mass communication methods of traditional media and therefore helping firms build cost effective marketing plans (Ahmed et al, 2014).

2.0 Review of Literature

The literature review has been done to gain a deeper understanding of the work done by other researchers on social media, Online consumer behavior, traditional offline methods, the concepts of Brand Equity, purchase intention, and the contribution of the social media marketing towards the changes in the consumer equity and buying intentions.

(**Rheingold,1993)** explains social media to be the "social aggregations that emerge from the net when enough people carry on those public discussions long enough, with sufficient human feeling, to form webs of personal relationships in Cyberspace." The definition brings out the impact of collective feelings that form the basis of a discussion and later an opinion formation about a company and its products.

(Gross & Acquisti,2005) express that a social media presents an individual personality around which a like-minded group is formed and for a marketer the collective information about this group enables to formulate strategies to approach them appropriately. Most of the online networking sites like Facebook, Instagram, LinkedIn, Orkut etc have a core feature allows an individual to upload a profile which the others can check with the objective connecting with friends, family or strangers with similar interests, interact with others (Facebook), to add new

people (Friendster, 3 Orkut 4), find jobs (LinkedIn), provide or recieve recommendations (Tribe 6), and much more.

(Boyd & Ellison,2007) define the social network sites as web based system which allows users to upload their public or private profile, share the same with the other users, browse and view others profile, communicate with them within the system.

(Erik Qualman,2009) defines social media as a tool to understand the latest trends of brands and services. It is like a glass house effect, which brings in instant communication and transparency. He defines it as the mechanism to access the information on the web and extract the exact information that one is looking for. Marketers today employ feedback mechanism by embedding their brand in existing conversations on the web regarding a similar topic and listen, engage and react to the potential and current customer rather than forcefully push brand messages like traditional advertising for consumers to see.

(**Carton,2009)** has mentioned that historically technology has played a role in making communication easier between human beings, therefore he defines social media as a technology that facilitate interactions between humans using the information or data. In other words social media is a web based technology that facilitate interaction between the users.

(**Kaplan & Haenlein,2010)** mentioned that Social media is a network of connected applications based on web 2.0 which facilitates the creation and transfer of content by users.

(Chi,2011) refers to social media as a personal channel which provides a link between brands and consumers for social interactions and networking.

(Hanna, Rohm, & Crittenden,2011) has enumerated that social media has transformed the interaction between the brands and consumer from a passive model of Web 1.0 to more interactive model of Web 2.0.

(Edelman & Singer, 2015) mentioned that the role played by social media in influencing consumers through advertisements, online communities, and e-WOM has brought about a change to the stages of the buying process namely awareness, familiarity, consideration, evaluation and purchase. The focus is to get a better understanding of the new dimensions of the buying process and how these can be utilized to gain access to consumers.

(Xu, Chan, Ghose, & Han,2016) studied that dimensions also includes the changes in the environment of the customer depending on the devices that they use PCs, Smartphones, Tablets, or the Wearable devices.

(Aaker, 1991) defined consumer loyalty as the core aspect of equity of the brand.

(Grembler & Brown,1996) has referred to types of brand loyalty and defined it as behavioral and cognitive. The behavioral loyalty is defined as the frequency of purchases that the customer makes of the brand whereas cognitive loyalty depends on the intention to purchase or the choice that the customer has for a product in mind while making the purchase.

(Hsu 1987); (Dodds et al,1991) describes Purchase Intention as the subjective decision in the mind of the consumer post evaluation of the buying decision. This includes various aspects such as consumer willingness to consider buying, future buying intention, and repurchase decision.

(Lamberton & Stephen,2016) surveyed the recent research developments and explained the social media, digital, and mobile marketing as a support tool for decision making, source of market information, and a facilitator of individual expression.

(Logan, K., Bright, L.F & Gangadhar, 2017) have argued that Social media is a completely new approach to advertising as it allows interaction between the brand and

consumers e.g. Facebook. It provides a platform to the consumers to express and give feedback about the reliability of the message which is becoming extremely important for consumers while making a purchase decision, therefore the credibility of the message in a way reflects the effectiveness of advertising.

(Godes & Mazylin,2004) observed the quantum and variation of the online reviews of TV programs and concluded that the variation in the ratings is a good measure of the ratings of the TV programs.

(Chevalier & Mayzlin,2006) observed that while the online book reviews influence the sale of books positively, however negative comments had a greater impact than the positive ones.

(**Moe & Trusov,2011)** evaluated **o**nline reviews and concluded that product evaluation and social dynamics have an impact on sales.

(Kumar et al. ,2013) developed a model to measure the return on investment (ROI) of social media and e-WOM. He observed that the contextual comments generated a higher monetary value than the numerical ratings.

(Chen, Wang, & Xie,2011) studied the impact of e-WOM created by consumers of the brand versus the observational information of the customers who bought the products on Amazon. They collected data of one and half year about e-WOM and observational information to create a model to explain the influencers. They concluded that the positive influence was much stronger in case of observational learning than a negative one which was reverse in the case of e-WOM therefore they concluded that it is better for companies to use observational information along with e-WOM.

(Ying, Feinberg and Wedel, 2006) debated that since not every customer writes an online review therefore, they felt that it is important to understand the motivation of the

consumer to write a review. They studied the valence, volume, and variance of the ratings posted by the consumers and concluded that the active reviewers post lower ratings compared to less active reviewers and over time they become the majority of the reviewer population therefore causing a decline in the proportion of the favorable ratings.

(Godes & Silva,2012) explained the temporal dynamics of e-WOM.

(Moe & Schweidel,2012) examined the reason behind consumers posting ratings and the factors which influenced their decisions.

(**Anderson & Simester,2014)** researched online reviews and made an important observation that the nearly five percent of the online reviewers posted reviews about products that they had never purchased, and these reviews were mostly negative ones. They also saw that most of these reviews were genuine and not manipulated by bots or competitors as these reviewers seemed to have bought some other products from the website of the retailer.

(**Rosario et al, 2016)** in their recent meta- analysis have found that e-WOM strongly influenced the buying behavior in case of newly launched tangible products as compared to services.

(P.K. Kannan. H, 2017) raised an interesting fact about the generation of own e-WOM by the firms themselves to drive the sales.

3.0 Problem Statement

There are enough researches in the field of social media marketing and its impact on brand Equity and purchase intention of the consumer. Present research wants to study the White Goods industry in specific and it intends to focus on the processes that will lead to efficient and effective social media interactions between the consumers and the brands e.g. The role played by social media marketing in customer engagements for the new product and services. The co-

existence of the social and commercial processes needs to be understood from the industry-specific point of view. The study wants to focus on the E Marketing especially how the social media posts and the reviews of consumers contain valuable information implied by the consumer.

The current study is trying to understand the impact of various social media marketing activities on White Good brands. White goods are generally referred to as electronic appliances used in homes such as washing machines, microwaves, and refrigerators. Usually the white goods are enameled or painted white as most of these products were historically manufactured with a white finish or color but now, they are available in many fancy colors. The white goods include products such as Heaters, Refrigerators, Dish washers, Clothes Dryers, Air Conditioners, Microwave Ovens, Washing Machines etc. but entertainment appliances such as Televisions, Home cinema, Camcorders, CD, and DVD players etc are not included.

4.0 Objectives of the research

The objective of this study is to understand the role of Social media marketing activities by various brands or companies in the White goods Industry. The research tries to find out the variables that make an impact on the purchase intention and decision making of the consumer. The focus of this study is to look at how:

- Social media marketing through multi-way communication can enhance the interaction between the brands and customers.
- Understand the consumer perceptions towards social media marketing activities of brands and the impact of the same on the brand equity of these brands.
- Understand the relationship between Brand Equity and social media marketing activities.
- Understand the relationship between Purchase Intention and social media marketing

5.0 Hypothesis

H1: Social Media Marketing activities have a positive impact on the Brand Equity of brands for the consumers of white goods.

H1(a): The Identity and Interaction by brand with consumers on the Social media sites has a positive impact on the awareness of the brand in the minds of the consumer.

H1(b): The Presence of the brand on the Social media and sharing by consumers has a positive impact on the Brand Association of the consumer.

H1(c): Reputation created by the brand on the Social networking site has a positive impact on the Perceived value and Brand Personality of the brand, for the consumer.

H1(d): Relationship built by the brand with the consumer on the social media sites has a positive impact on the Brand Preference and loyalty of the consumer.

H2: Social Media Marketing activities has a positive impact on the Purchase Intention of the white goods consumers.

H2(a): Entertainment by brands on social media sites has a positive impact on purchase Intention of the Consumer.

H2(b): Interaction by the brand with the consumer on the social Media has a positive impact on the Purchase Intention of the brand.

H2(c): E-WOM of the brand on social media has a positive impact on the Purchase Intention of the consumers.

6.0 Significance of the Study

The main purpose of this study is to understand the impact of Social Media Marketing activities on the brand equity and purchase intention of consumers of white Goods. As India is the second largest emerging economy after China, a study of this kind assumes a significant importance in the Indian context. India with a population with the world's second largest population is positioned as the second fastest growing consumer market and the rapid development has led to an increase in consumption of goods and services as well. A significant increase in the usage of the internet, smartphones, and wearable devices has improved the access of social media for the consumers. As per the estimates, India has 112 million Facebook users, 40 and 30 million Twitter and LinkedIn users respectively. The Indian External Affairs Ministries Investment and Technology Promotion division estimates that the number of smartphone users is roughly 204.1 million therefore, the research will bring an insight into designing appropriate promotional strategies on social media to influence the consumer purchase decision of the white goods. Through Social media marketing website traffic is generated that encourages readers to share it across social networks, resulting in E Marketing about any event, product, services of the company. The message spread from user to user is valued and trusted more in the eyes of the potential customer as it comes directly from a consumer himself/third party as opposed to the company itself. Social media marketing is an essential interpersonal in nature. The consumer can interact directly with the company.

Social Media Marketing Effectiveness as A Tool for White Goods in Indian Market:

Internet Marketing

Internet Marketing provides marketer's with access to a large audience and can offer them a wide range of range of products and services.

Social Networks (Facebook, Myspace, Twitter)

The social media sites like Facebook, Twitter etc. have become vehicles of creating Brand equity and purchase intention for the brand in the minds of the consumers as it is seen as a credible source of information sharing.

Social Bookmarks (Digg, Stumble Upon etc.)

These are very useful and helpful tools of social media marketing as they enable the consumers to organize, store URL's of websites that they like, and share information that they like or find useful which makes it convenient for others to refer to them.

Social Media (YouTube, Flickr, Podcasts)

Social Networks have become increasingly popular with masses with its appeal and usage increasing the marketers are increasingly engaged in its exploration as a marketing tool. These networks are important measures to spread information about the news of the company's product and services.

Blogs

Blogs enable the business to build interpersonal relationship and interaction ith its customers and also help build a loyal readership base. Through the blogs, the company provides information about their products and it also engages in discussions via comments.

Gadgets and Widgets (Yahoo! Widgets and iGoogle gadgets)

Gadgets and Widgets deliver latest and dynamic content in real time to the consumers and they also supplement the information provided on the websites and open a wide range of opportunities for the users by presenting the brand as a more strengthened entity and act as a very important promotional tool.

In summary, digital success will depend on designing 360degree campaigns involving offline brand events with online brand led activities. An integrated approach is a preferred option

rather than using digital as a tactical tool of providing content and measuring effectiveness of brand communication. The objective should be to deliver a consistent and overall brand experience across all mediums that is aligned with the brands communication objectives, positioning and overall strategy. Social Media on the other hand is a platform and ever-evolving landscape that uses content to build the brand, reputation, and credibility in the marketplace. The company must have a clear social media strategy to share the brand with potential consumers and employees by posting insightful blogs, salary guides and best practices to LinkedIn, Facebook and Twitter which will keep the brand top-of-mind for consumers and candidates seeking talent or new positions. If you build an informative, reputable, and credible brand by use of social media you are much more likely to be top of mind when the customer is making a purchase decision.

7.0 Research Methodology

Research Methodology is a systematic and a logical technique for gathering relevant data for a specific research topic and different methodologies can be helpful to conduct this enquiry. The present study applies quantitative research techniques and the study mainly relies on the primary and secondary data collection methods to process and interpret the data. A questionnaire to collect the information about the demographic profile like age, income, gender, other demographic and psychographic profile as well as social media habits of the consumers. A 5-point Likert scale represented by 1 as strongly agree to 5 as strongly disagree is used to analyze the various variables to be tested as part of the study. The questionnaire covers brand awareness, association, personality, loyalty, and the preference of the consumer. It also finds out the purchase intention of the consumers for the White Goods. The last section of the questionnaire covers the social media marketing variables based on the Smith's honeycomb model developed in 2007. The various Brand factors that are researched are the identity, Interactions, sharing, presence,

reputation, relationship, entertainment, interaction and E-WOM. Various questions are prepared under these head to study the impact of social media marketing variables on the brand equity of the white goods brands. Survey method will be used by preparing a questionnaire for collecting the data from customers through a direct contact. A pilot survey will be done with 60 students to validate and fine tune the wordings of the questions to provide greater clarity. The students would also be shown the screen shots and videos of the social media pages of the selected brands of the white goods. Based on this small sample a reliability test would also be conducted and the results will pave the way for a final questionnaire design and collection of data from a large sample.

Methods of Data Collection

Primary Research

Questionnaire Method will be used for collecting the primary data. would be collected by using questionnaire method. As a first step the questionnaire will be administered on the pilot respondents who are familiar with social networking and social media marketing activities of white goods brands in India by exposing them to the social media page and Ads of the selected companies in the white goods space. Data analysis of the responses will be done using statistical tools with the objective of making minor correction in the questions and also testing the hypotheses. Once this is done the revised questionnaire will be administered on a larger sample base of respondents using the same approach of exposing them to the social media page and few Ads of the shortlisted companies in white goods space and asking them to fill their responses in a physical questionnaire.

Secondary Research

Secondary research would be conducted to develop an understanding the complete context of the study therefore as part of secondary data collection one will do an extensive study of past articles, reports, journals, magazines, books, and various researches done by other scholars on other industries to understand the context and find the gap areas in previous researches to establish the direction for further studies. This should help build the conceptual structure of the proposed study.

Data Analysis

The responses given by the various respondents to the questions will be tabulated in excel first to be later used as an input for data analysis with SPSS. SPSS is a statistical software tool for social sciences which is a standard software for data analysis which will be used to the analyze the data of the respondents. The ranking and weighted average mean is used to understand the preference given to the social networking sites as well as preference for the brands. SPSS will be used to analyze both the open ended and close ended questions and to determine the mean, Frequency, Percentage, Cross tabulation, and Standard deviation to analyze the responses agaisnt each variable of social media. Analysis of variance (ANOVA), numeral outcome prediction such as linear regression, multiple regression analysis, cluster and factor analysis will also be done to understand the relation between the independent and the dependent variable and also to analyze demographic profile of the respondents.

8.0 Conclusion

This research is an attempt to search and integrated and accountable model of interaction between the brand and the consumer. The digital or social media marketing has attracted the attention of marketers for quite some time, social media marketing is the recent development that needs to be researched as the access to internet through smart phones has enabled and

strengthened the reach of marketers to the masses. Social Media Marketing poses lots of challenges as well. The customer has a direct impact of the feedback of the fellow user. Thus, the area has opened many areas for the researchers. The focus of the present research shall be on the social networking sites, understanding the marketing activities of the capital goods, how these could connect with the present and prospective customers. The study endeavors to understand the impact of the social media marketing activities on the brand equity of the capital goods especially the white goods segment. The connect that the social networking sites generate through their identity, relationship building, sharing and reputation strengthening activities on brand association, loyalty and purchase intention has been of interest to researchers. The present study delves into the field of white goods. The capital goods industry is gaining great benefits through the online sale, the research could be of interest to the marketing department as it the social networking sites can help creating lot of interest for the customers.

Therefore, creating brand awareness, persuading and building a lasting interactive relationship between the brand and consumers, gauge their reactions, and assist in gaining their preference and hence developing a strong brand Image (Ahmed & Saeed,2012). In wake of intense competition, it is imperative to create a strong brand for a strong, long lasting impact and building equity in the minds of the consumers.

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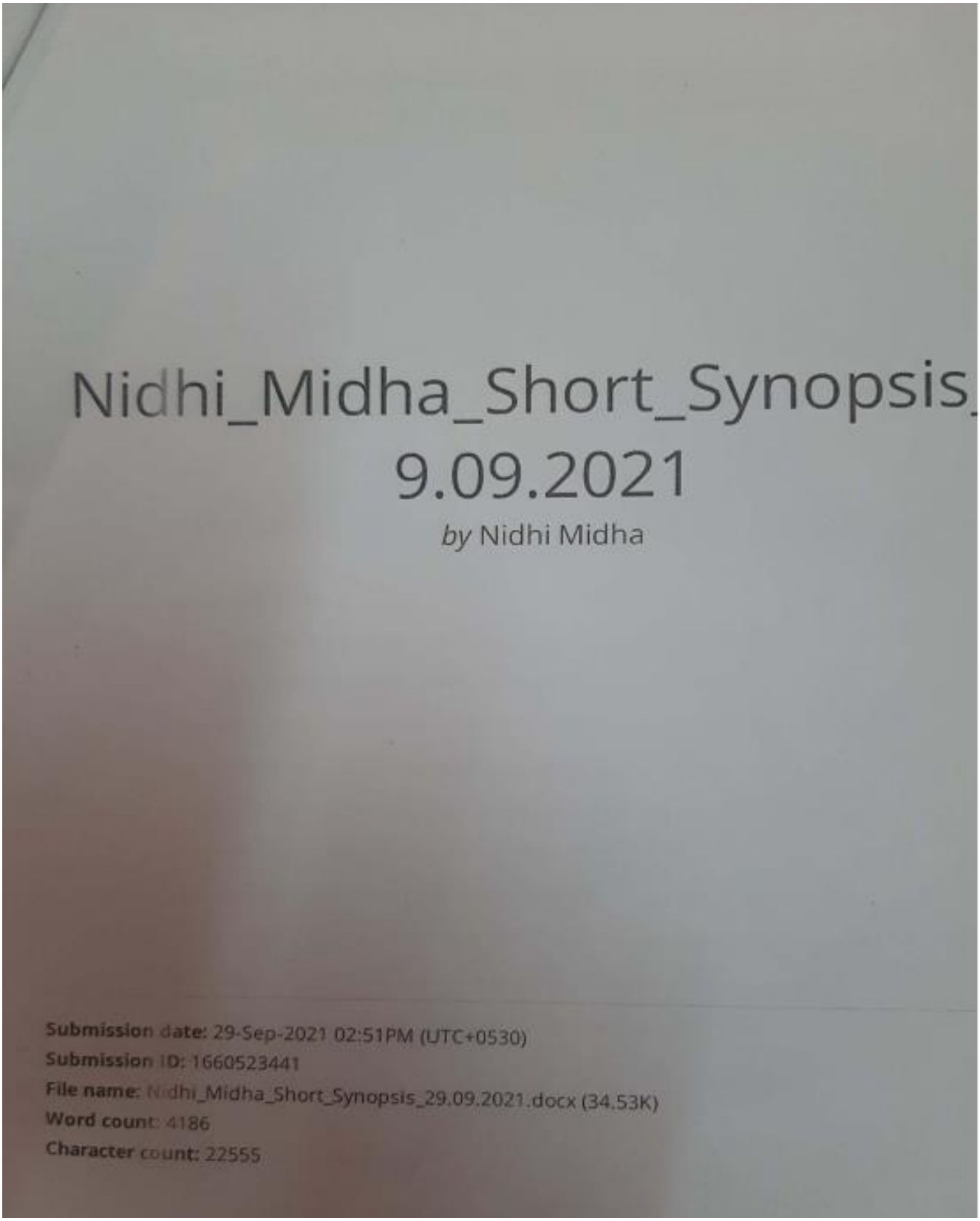
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1.0 Introduction

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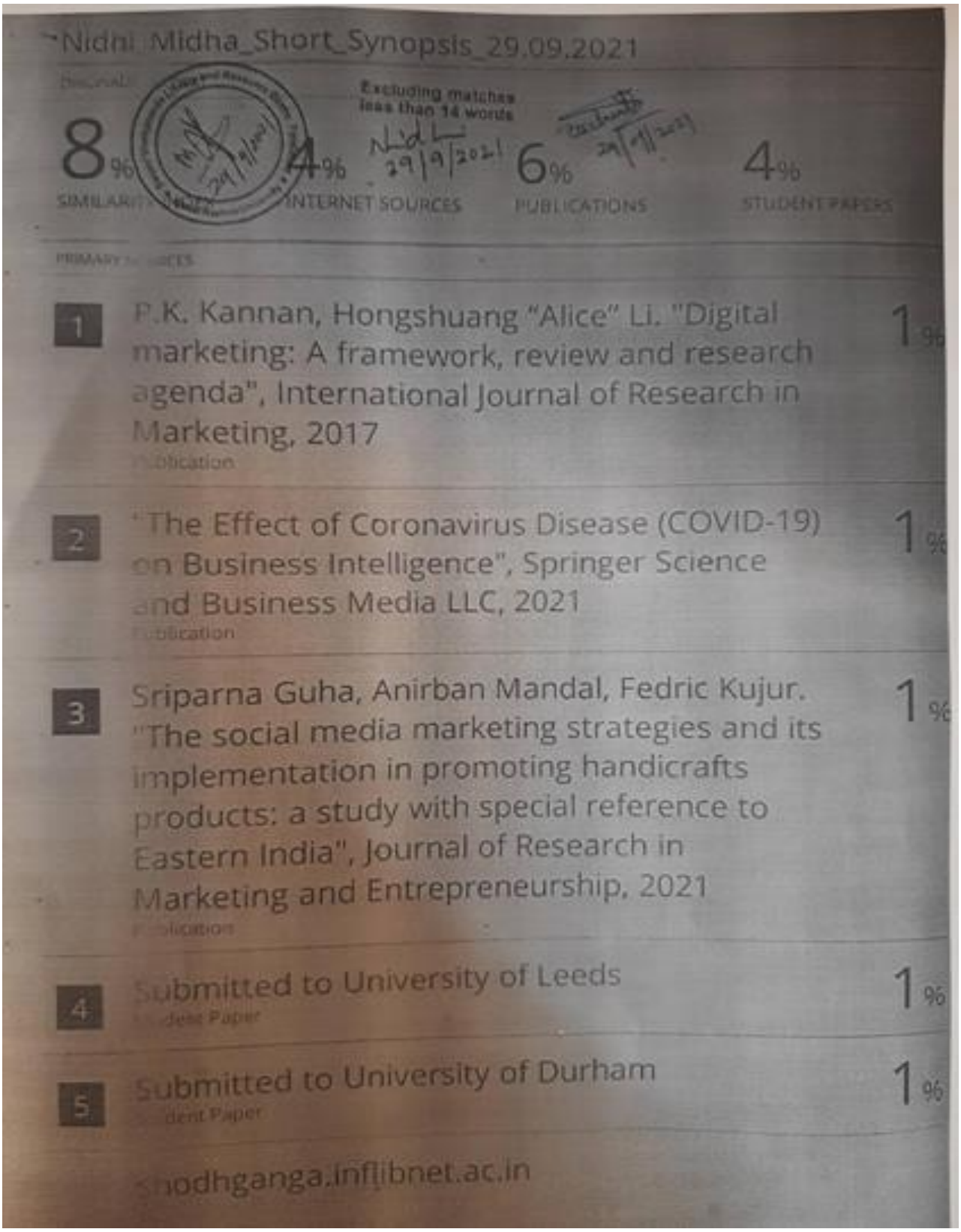

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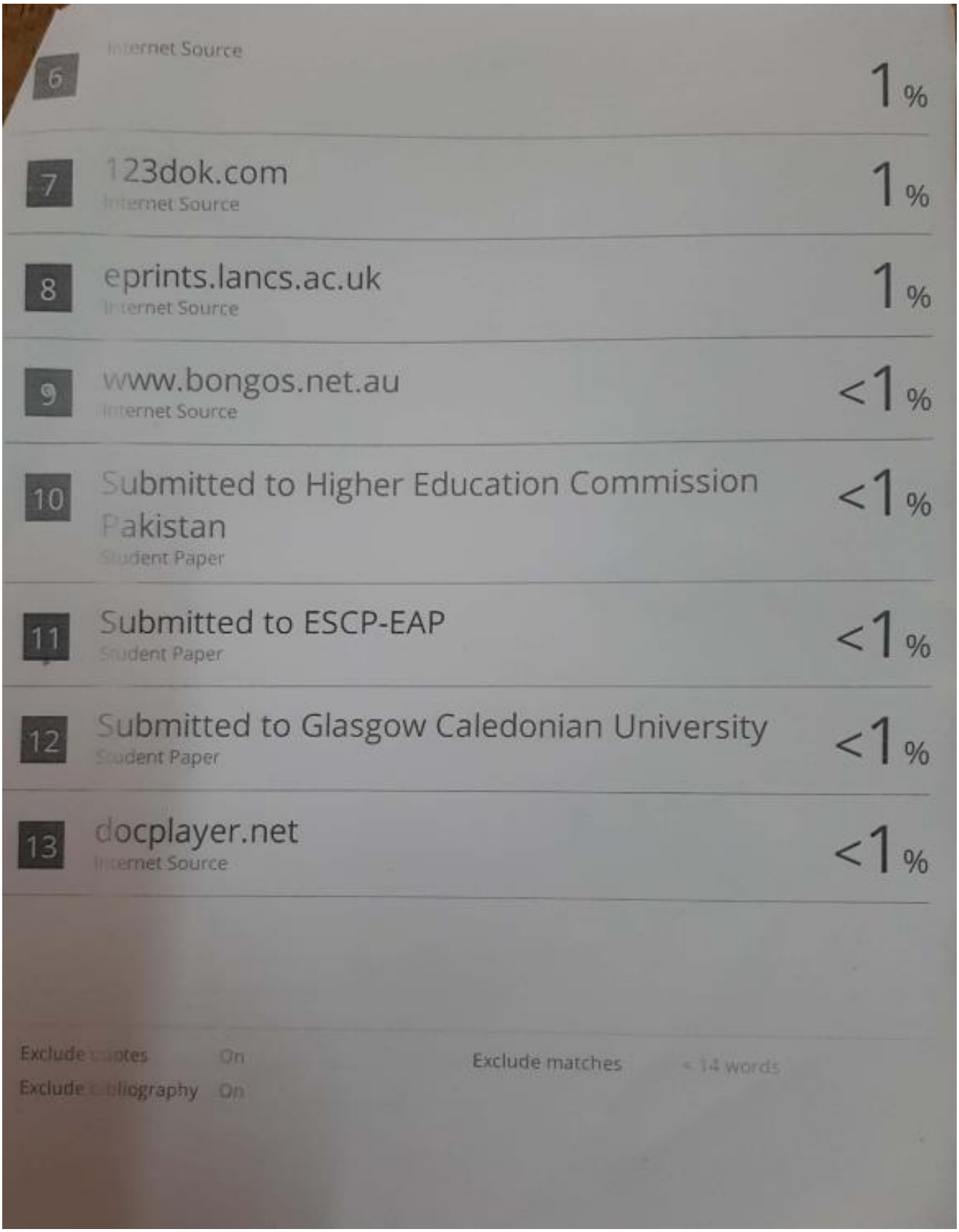

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